

To: Natale, Fray, 1000 - Buffalo Region (BRZEEIE)
From: Cook, Bruce A.
Posted: 3/12/96 5:54
Opened: 3/12/96 5:54
Subject: DIRT Motorsports Program

Answered 4-15

To: Fray
From: Bruce

I'm attaching a letter that I sent to Ralph Stoppiello and I've requested his help in developing a new twist to the DIRT MOTORSPORTS PROGRAM, a local opportunistic program that is entering its 5th year. This year we wanted to promote free admission tickets to the race tracks, instead of having Winston-Salem develop a \$2.00 discount ticket box. Our plan is to request tickets from the tracks at discount prices (bulk purchase) and then create a program with accounts in the town that the track resides in, as well as surrounding towns. We haven't made any proposals to the tracks yet, and for planning purposes would like to have you pull up the accounts in the zip code of the track, as well as the surrounding towns. Once we get that list from you, we could target accounts in which the promotion would be successful, and purchase an appropriate amount of tickets without wasting funds.

The tracks are:

Rolling Wheels, Elbridge, N.Y.
Cayuga County Fairgrounds, Weedsport, N.Y.
Canandaigua Speedway, Canandaigua, N.Y.
Lebanon Valley Speedway, New Lebanon, N.Y.
Brewerton Speedway, Brewerton, N.Y.
CanAm Speedway, Lafargeville, N.Y.
Fulton Speedway, Fulton, N.Y.
Utica-Rome Speedway, Vernon, N.Y.
Oswego Speedway, Oswego, N.Y.
Ransomville Speedway, Ransomville, N.Y.
Lancaster Speedway, Lancaster, N.Y.

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If you could send me a list of stores that surround each track, Ralph and I will be able to weed out those accounts that have no value, and develop a program for the rest. I'm interested in the zip codes that surround these towns, and realize that there may be some crossovers between the tracks that reside close to one another.

If there are any questions, please feel free to call me.

Thank you.

Sincerely,
Bruce

cc: R.C. Farmer

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